

J. W. C. I. Military Band at 9 Organ at 11, 11:55 and 4:50 Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Unsettled

A Special Sale of More Than 500 Odd Pieces of Bedroom Dining-Room and Living-Room Furniture at Reductions of One-Third to One-Half

An Honest Man Can Bear Watching and a Dishonest Man Needs It

So runs the old proverb. It is a pleasure to write about this old Store, which has grown like the old oaks in the forests, reaching up to the sunlight and broadening out in every direction.

The thing we most enjoy is to have the people know that we "can bear watching." We court it at all times.

The building we builded and occupy, seen on the outside, is only a detail of the inside.

The stocks of merchandise inside must be as correctly put together as the blocks of granite in the walls. The goods must be taken only at the source of production. They must be brought to our salesrooms at least cost and offered to the people at prices the lowest possible for their better quality.

We will not deal in anything that will not prove itself to be worth the money our customers pay us.

We shall cheapen everything we can by buying largest quantities and paying cash down, but we will not dilute linen or wool with cotton, nor will we imitate well-known articles by counterfeits to shave down the price to undersell somebody.

Please consider this a free ticket to visit the Store at all times and watch us as closely as you can in every way you like.

Whoever can help us to better the Store will be doing a service to the public, which has never been more friendly than now.

[Signed] *John Wanamaker*

June 21, 1919.

A \$2 Black Satin That Started Out As White

We ourselves imported it from China and, for an experiment, we asked the head of a certain dyeing establishment if he could dye this same satin black and make it both water-spot-proof and perspiration-proof.

The satin has just been returned to us and the experiment is a great success. The satin is a beautiful black, wonderfully soft and of a finer quality than it was before.

We have had it washed in both cold and warm water and we feel safe in recommending it for wash blouses, dresses, and we are now subjecting it to tests for bathing suits.

There is not much of this satin, it is 36 inches wide and we have made the price very low.

(First Floor, Chestnut)

Cool, Light Summer Frocks for Older Girls

Among the loveliest new dresses are those of crepe Georgette. Many are in white, but there are others in flesh pink or the fashionable orchid color. The styles are perfectly delightful—with draped skirts and flowing sleeves, new necks, fine embroideries, new girdles and other touches; there is really a great variety—\$25 to \$47.50.

Crisp, sheer organdie dresses are charming for Summer wear. Many are in all white, others are in Nile green, orchid, pink or pale blue; there are ever so many styles, and prices go from \$18.75 to \$25.

And there are many other cool, new Summer frocks, of white and colored cottons, at \$8.50 to \$25.

(Second Floor, Chestnut)

White Coral Necklaces for Dark-Colored Frocks

That is a fashion that has been rapidly growing in favor this Summer and certainly the contrast is a very pretty one.

We had almost exhausted our supply of these necklaces when a new importation appeared. They are the genuine Japanese white coral, cut and polished in Italy.

The pure-white coral necklaces are \$8 to \$30. The white with a pinkish tint, which are even more desirable, are \$15 to \$50.

(Jewelry Store, Chestnut and Thirteenth)

Hand-Embroidered Summer Neckwear at Special Prices

Collars, sets and the fashionable vestees and gumpies are in the collection, which is made up of snowy, dainty bits of neckwear in the prevailing styles.

All are effectively hand embroidered, some are tucked and quite a number are lace trimmed as well.

Fine organdies, sheer nets, voiles and gleaming white piques make the pieces, which are cut in new styles and carefully made.

50c to \$3.50—which is about a third below the usual prices.

(Main Floor, Central)

Cool Everyday Waists

A tailored white dimity with a high-low collar is \$2.25.

A white batiste with white, pink or blue linene collars and cuffs, \$2.25.

A dotted voile with hand-made beading, \$3.85.

(Third Floor, Central)

A Great Vogue for Women's Low Heel White Pumps

Seems as if we cannot get enough of these popular shoes to supply the demand.

Here is a good-looking new model made of buckskin with narrow pointed toe, indicated straight tip, perforations around top of vamp, leather sole with white leather welting and low military heel.

Price \$10.

(First Floor, Market)

Special Sale of Women's Stockings and Underwear and Children's Socks

This event brings a large quantity of Summer goods at one-fourth to one-half less than usual. Some are "seconds," but they will wear as well as the others.

Women's Stockings

25c for "seconds" of mercerized cotton stockings in mahogany, tan and gray.

50c for first-grade black and tan artificial silk.

\$1.50 for black, white and colored thread silk with mercerized cotton tops and soles, "seconds."

\$1.75 for black, white and colored ingrain thread silk, "seconds."

Children's Socks

10c for first quality white cotton socks.

35c, 3 pair for \$1, for fashioned-foot mercerized cotton in white, mahogany, navy and cadet blue.

Women's Underwear

15c for first quality low-neck, sleeveless cotton vests.

20c for low-neck, sleeveless cotton vests, "seconds."

30c for low-neck, sleeveless white lisle vests, "seconds."

35c, 3 for \$1, for extra-size white lisle vests, "seconds."

65c for low-neck cotton combination suits; lace legs.

(West Aisle)



Fine Gowns for Afternoon and Evening—\$50 to \$185

Behind the glass doors in those Little Gray Salons there are scores and hundreds of the prettiest things being turned out anywhere—and no two of them alike.

Imagine a dull blue organdie veiled with black net; or one of the new moire Georgette crepes in navy relieved by a little creamy flit; or a beige-colored pongee, its slip-on heavily braided; or a smoky Georgette with a knot of flowers in bright king's blue, or a moire Georgette in rose taupe with beaded motifs in which the rose shades are accentuated.

There are gowns with beaded coats which are enchanting; gowns with the sleeves and upper bodice a mere cobweb of some transparent stuff; gowns of charmeuse and moire taffeta which are clearly for afternoon and are really very practical. And there are exquisite beaded affairs in light colors.

Prices are \$50 to \$185—the last for a dark gown superbly beaded.

(First Floor, Central)

A Little Sale of Imitation Ivory Toilet Articles—All at Small Prices

Slight imperfections put these pretty, practical pieces in the "seconds" class and make the prices very low indeed.

Hair brushes, 75c to \$2.25.

Mirrors, 85c to \$2.25.

Puff boxes, 35c to \$1.

Hair receivers, 35c to \$1.

Pin boxes, 75c to \$1.35.

Soap boxes, 20c, 25c and 30c.

Combs, 5c, 15c and 25c.

Nail polishers, 40c to 60c.

Hat-pin holders, 40c and 50c.

Shoe horns, 15c.

Trays, 35c to \$1.35.

Shaving-brush holders, 30c.

Tooth-brush holders, 35c.

And we will engrave any of these articles with a monogram (and there are seven good styles from which to choose) for 25c for each monogram. This is a very small charge for such work.

(East and West Aisles)

Any Little Girl Would Like to Wear an Apron—

if she could have "bre'r rabbit" in pink or blue, sitting in one corner, or some of her favorite nursery characters done in color for pockets.

The new play aprons are so attractive and so comfortable and sensible, mothers will certainly approve them.

White aprons, some with straps over the shoulders, bound in color, and with appliqued bunnies in one corner—65c and 85c.

Sturdy cotton aprons with appliqued pictures, little ruffles and colored or white bindings, \$1 and \$1.50.

And a dear little white apron has tiny ruffles around the neck, down both sides and on the two pockets and fastens with not one, but two sashes! \$1.50.

Gingham aprons, with sleeves and pockets, \$1.50.

All in 2 to 7 year sizes.

(Third Floor, Chestnut)

This furniture is odd only in the numerical sense, the pieces having no duplicates.

We have taken the most direct way of disposing of them by lowering their prices one-third to one-half.

In many cases these reductions are from prices a year to a year and a half old; so that bearing in mind the advance in the meantime, the savings are considerably larger than they seem.

For the dining room there are serving tables and at half price, and china closets at reductions of one-third.

All of the bedroom pieces are at half price. They include toilet tables, beds, chairs and somnoes.

The living-room pieces are of the arts and crafts and mission type, the most practical and serviceable furniture of low prices. These are reduced one-third.

The choice of woods in these groups includes mahogany, walnut and fumed oak, and there are any number of designs in the assortment.

In addition to these there is a small lot of odd wicker furniture, made up of chairs, rockers, tables, nests of tables and settees and muffin stands, all reduced one-third or more.

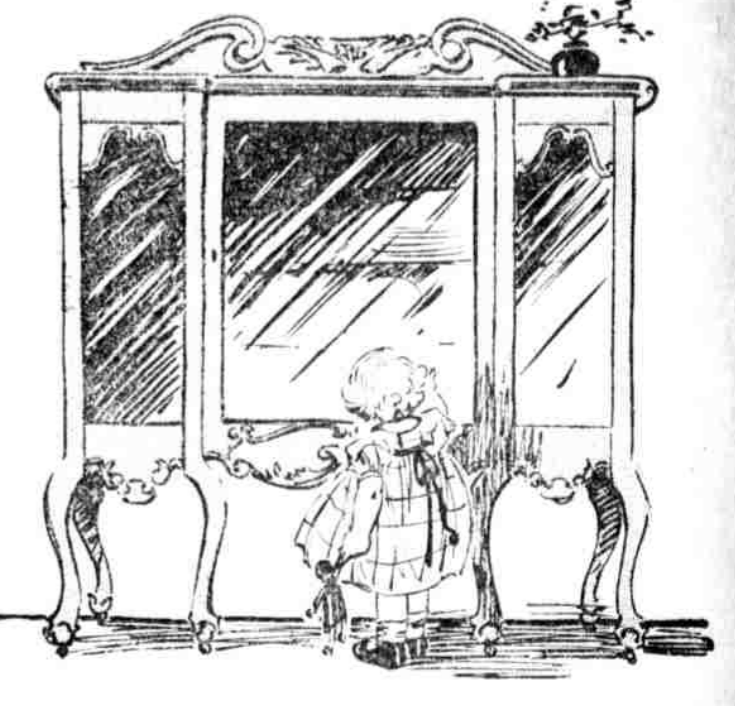
For the greater convenience of customers, we have brought all these pieces together on the Central Section of the Seventh Floor, where they can be easily recognized by their special blue price tags.

In character, this furniture is no different from the kind we always sell. It was made to look well and to serve lastingly. The whole collection is made up of things people want. It is not a disposal of undesirables.

China closets are shown at \$17.50 to \$70. This is a very attractive group, chiefly in mahogany and mahogany finish.

Serving tables are marked at \$9.50 to \$22.

(Seventh Floor, Central)



The bedroom chairs are a very interesting feature also—\$3.50 to \$17.50—all at half price.

In the living-room group there are chairs at \$4, and the highest-priced in this lot is a settee at \$60.

A number of cretonne-covered cushions, for seat and back, are offered at half price and less—50c to \$1.50 each.

(Seventh Floor, Central)

Household Notes

Almost any woman who hasn't got one would enjoy one of those white-topped tables in her kitchen. They cost \$12 to \$25.50. Pastry tables with maple tops, \$35 and \$45.

A dish-washer which can be attached to the faucet does the work quickly and easily, \$2 and \$2.85.

Hand-power washing machines, \$9.50 to \$22.50. Water power, \$23.50 and \$25.

Porch gates, a necessity where there are small children, 4 1/2 feet, \$2 and \$2.75; 8 feet, \$2.50 and \$3.25; 10 feet, \$3.75.

Every imaginable kind of basket, pretty nearly, which is suitable for porch use will be found in the Housefurnishings Store. Prices from \$1.65 to \$23.50—the last for a plant stand with suspension for bird cage.

If you want a crop of almost any kind of vegetation this season, it should be sprayed. Tank sprayers with strap to carry over shoulder are galvanized and brass finished—the first being \$7 for a plain nozzle. And \$7.75 for an automatic pop nozzle; and the second \$10 for plain and \$10.50 for automatic.

Among insecticides of value are Bug Death at 20c a pound. Champion spray at 65c and \$1 and Nikoteen at 50c a bottle.

The sticky material for banding trees should be used now, 25c for a can of 30 feet.

(Fourth Floor, Central and Market)

Large Leather Handbags

There is a very pronounced demand for handbags of plain black leather large enough for shopping or business use.

We are at present well provided with bags of this type in 9, 10, 11 and 12 inch sizes.

Prices are \$9 to \$20.

(Main Floor, Chestnut)

A Fine New Shipment—10,000 Yards of 38c Voiles

Fully as pretty patterns as any of the others that have been here; in fact, some may be even better.

There are the quaintest, most delightful, grandmother chintz designs, "challis" effects in polka dots, small checks with colored coin dots or bunches of roses, and many other cool-looking styles.

No question about how women like these voiles; the only difficulty is to get enough to satisfy everybody.

(West Aisle)

With a Camera

for a vacation companion you almost double the pleasure of your resting-time and bring back records of it which mean something to people at home. The Camera Store can supply all camera needs, from the high-grade Graflex to an ordinary box camera.

A particularly good one is a No. 1 Folding Rexo, Jr., with a double lens which makes a picture 2 1/2 x 3 1/4 inches; the price is \$8.50.

(Main Floor, Chestnut)

Wicker and Silk Lamp Shades—Special

All from Japan. The silk shades are all dainty in decoration, lined with white silk, and 6 inches to 20 inches in diameter. Prices \$1.25 to \$7.50.

The wicker shades have variously colored linings, are in several sizes and cost 50c to \$3.25.

Both groups are at prices that are practically half.

(East Aisle)

100 Dozen High-Grade Napkins, Exceptional at \$13.50 a Dozen

Of heavy, full-bleached Irish double damask in size 24x24 inches. Woven of a particularly fine grade of flax, beautifully patterned, bleached and finished.

For fine texture and good-wearing qualities it would be hard to surpass these goods at the price.

\$13.50 a dozen.

(First Floor, Chestnut)

PARTICULARLY good-looking square pillows covered with cretonne and trimmed with fancy braid may be had in the Art Needlework Store for 85c. Nothing better for bungalows and porches.

(Second Floor, Central)

Here Is an Ice Cream Freezer That Needs No Turning

The AUTOMATIC VACUUM FREEZER is an absolutely sanitary ice cream freezer which has no crank to turn, no parts to clean and cannot get out of order. Moreover, there is no danger that the salt will get into the cream.

All you do with this freezer is pour in the mixture to be frozen, lock the top of the cream chamber and sit down and read the paper until the cream is automatically frozen. The operation requires 20 minutes, during which time you need only stir twice with a small paddle or knife.

Beginning Monday, the Wanamaker Housewares Store will give daily demonstrations of the making of ice cream in this new freezer.

6 plate size, \$4.

12 plate size, \$5.

(Fourth Floor, Market)

New Bales of Mosul Rugs \$37.50 to \$49

Instead of becoming more plentiful, small Oriental rugs are, if anything, becoming more scarce. We keep a constant lookout for the choicest lots in the market according as they appear. This new purchase brings 105 pieces, in size about 3 to 3.6 ft. by 6 to 7 ft. They afford a good choice of patterns, including a number of medallion effects, and there is also an interesting range of colors to select from—reds, blues and tawny ecrus.

All things considered, the prices are distinctly moderate—\$37.50 to \$49.

(Seventh Floor, Chestnut)

A Lot of Summer Rugs at Special Prices

Savings are good on any of the rugs in the following groups:

Crex Grass Rugs, De Luxe Grade 9 x 12 ft., \$18.75, 8 x 10 ft., \$16.75, 6 x 9 ft., \$12.

Plain Weaves in Greens and Browns 9 x 12 ft., \$12, 8 x 10 ft., \$10, 6 x 9 ft., \$7.75.

Heavy Japanese Rush Rugs, Oval Shape 9 x 12 ft., \$27.50, 8 x 10 ft., \$21.50, 6 x 9 ft., \$14.

Inlaid Linoleum, Newly Priced \$1.35 and \$1.50 a square yard.

(Seventh Floor, Chestnut)

A Window Shade's Life Is All Ups and Downs

In fact, it is the hardest kind of a life for the material the shade is made of. That is the reason we are only willing to use good standard cambrics and other fabrics that will wear well in the shades we make to order.

The same thing holds good of the rollers. They have more to do with the long life of a shade than most people give them credit for.

Considering all this, we believe our price is the lowest it can safely be made and we will gladly take measurements and submit estimates.

Shades in "stock" sizes (36 inches wide), complete with rollers, 70c, \$1.25 and \$1.50 each. Various colors.

(Fifth Floor, Market)

New Cut Glass, New Dinner Sets New Interest in the China Sale

A scintillating array of new cut glass will greet you today. We are giving timely new shipments have come to give this closing period of the Sale new vigor and new helpfulness.

A scintillating array of new cut glass will greet you today. We are giving it high praise when we say that it is as good as the cut glass we have been selling in such quantities all through the month, especially for wedding gifts.

It re-enforces the assortment considerably with new bow vases, jugs, sugar and cream sets and many other articles of desirableness at savings of one-third from regular prices.

Many new English semi-porcelain dinner sets have just been opened to sell at the special price of \$45. These are in characteristically attractive English border patterns with coin gold handles. The full selection of dinner sets—French, English, American, Japanese—is still equal to every reasonable requirement. The sets are of a picked and chosen quality, unskimped in composition and attractive in their wealth of decorative treatments.

Market conditions are such that anybody likely to need a dinner set some time should buy it now and buy it here, where selections are so good, qualities so reliable and prices so low.

French china sets, \$32.50 to \$175.

English semi-porcelain sets, \$25 to \$100.

American semi-porcelain sets, \$13.50 to \$40.

Japanese china sets, \$40 to \$75.

(Fourth Floor, Chestnut)